

PARLIAMENT

Lights

P.O. Box 4132, Schenectady, NY 12301-4132

BULK RATE
POSTAGE
PAID
CITY, STATE
PERMIT NO. XXX

Enclosed...

Instant savings on Parliament Lights.

Forward and Return Address Guarantee.

000000000000000000000000 00000000000000
Sample A. Sample
1234 Sample Drive West
Sampleville, USA 00000-0000

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

8 mg "tar," 0.7 mg nicotine
av. per cigarette by FTC method.



2071455503



*The journey
of our four characters
continues...
and so do your
savings.*

his story...

*He strolled toward the dining patio by the pool.
There she was, the woman from the adjoining suite.
Who was the man? Her husband?
He requested a table near enough to watch the couple.
But far enough away not to be obvious.
It didn't matter that he wasn't able to hear them.
They weren't speaking.*

their story...

*He could never hide his jealousy.
So he'd just get quiet. Very quiet.
Occasionally he asked her a question. And she'd nod.
They ate in silence, never looking up.
Just before dessert, he reached over and put his hand over hers.
She knew this was his way of trying to say
"I never want to lose you."*



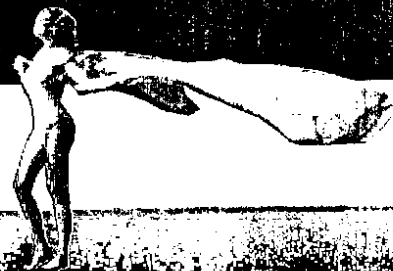
2071455504

PARLIAMENT
Lights



her story...

*She called for room service. And took her meal on the terrace.
There was a clear view of the poolside restaurant from there.
And she could watch and not be noticed.
The couple from next door sat at a corner table.
A man sat alone nearby, watching them.
She became entranced, as he did, watching the silent couple.*



SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

8 mg "tar," 0.7 mg nicotine av. per cigarette by FTC method.

2071455505

CONSUMER: Limit: One coupon per purchase. Not to be transferred, sold or reproduced. No facsimiles accepted. Any other use constitutes fraud. Limited to smokers 21 years of age or older. Participation in this promotion at the discretion of the retailer. Offer good only in U.S.A. Consumer pays any sales tax.

RETAILER: Philip Morris will reimburse you the face value of this coupon plus 8¢ handling and postage provided you and the consumer have complied with the terms herein. Void when submitted by unauthorized agent. Invoices showing purchases of sufficient stock to cover all coupons must be shown upon request. Void where prohibited, taxed or restricted. Cash value 1/20¢. Redeem by mailing to: Philip Morris U.S.A., CMS Dept. #28200, 1 Fawcett Drive, Del Rio, Texas 78840. ©1997 Philip Morris Inc.



00000000000000000000



NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

BUSINESS REPLY MAIL

FIRST-CLASS MAIL PERMIT NO. 440 SCHAUMBURG IL

POSTAGE WILL BE PAID BY ADDRESSEE

SMOKERS SURVEY
PO BOX 0000
SCHAUMBURG IL 60168-9919



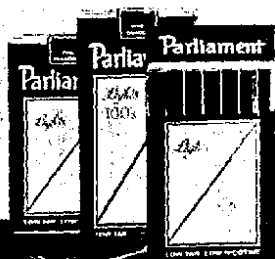
2071455506

Manufacturer's Coupon

Offer Expires 0/00/97

\$1.00 OFF

4 Packs or a Carton
of any style
Parliament Lights



your savings...

PARLIAMENT
Lights

PARLIAMENT
Lights



SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

8 mg "tar," 0.7 mg nicotine, av. per cigarette by FTC method.

2071455507

ENJOY MORE FREE OFFERS FROM PARLIAMENT LIGHTS

*Please complete and return this survey to receive additional offers.
This survey is for smokers ages 21 and over.*

00000000000000000000
Mr Sample A. Sample
123 Any Street
Any Town, USA 12345-6789

1. What is your regular brand of cigarettes (the brand you smoke most often)?

2. Is your regular brand...? (Check one.)

☐ Regular/King Size ☐ 100's ☐ 120's

3. Is your regular brand...? (Check one.)

☐ Menthol ☐ Non-Menthol

4. Is your regular brand...? (Check one.)

☐ Lowest/1 mg Tar ☐ Ultra/Extra Low Tar
☐ Light/Mild ☐ Medium ☐ Full Flavor

5. What, if any, was your previous brand?

© 1997 Philip Morris Inc.

6. If your regular brand was not available, which of the following brands would you consider buying? (Check all that apply.)

<input type="checkbox"/> Alpine	<input type="checkbox"/> Capri	<input type="checkbox"/> Monarch	<input type="checkbox"/> Store/Generic
<input type="checkbox"/> Basic	<input type="checkbox"/> Carlton	<input type="checkbox"/> Montclair	<input type="checkbox"/> Superlincs
<input type="checkbox"/> Benson & Hedges	<input type="checkbox"/> Doral	<input type="checkbox"/> More	<input type="checkbox"/> True
<input type="checkbox"/> Best Buy	<input type="checkbox"/> GPC	<input type="checkbox"/> Newport	<input type="checkbox"/> Vantage
<input type="checkbox"/> Best Value	<input type="checkbox"/> Kent	<input type="checkbox"/> Now	<input type="checkbox"/> Viceroy
<input type="checkbox"/> Bristol	<input type="checkbox"/> Kool	<input type="checkbox"/> Parliament	<input type="checkbox"/> Virginia Slims
<input type="checkbox"/> Butts	<input type="checkbox"/> Magna	<input type="checkbox"/> Pyramid	<input type="checkbox"/> Winston
<input type="checkbox"/> Cambridge	<input type="checkbox"/> Marlboro	<input type="checkbox"/> Raleigh Extra	<input type="checkbox"/> None
<input type="checkbox"/> Camel	<input type="checkbox"/> Merit	<input type="checkbox"/> Salem	<input type="checkbox"/> Other (brand)
	<input type="checkbox"/> Misty	<input type="checkbox"/> Sterling	

7. Please list all the brands of cigarettes you smoked at least one pack of in the past two weeks. How many packs did you smoke of each brand? (Use as many lines as you need. Write in below the exact number of packs for each brand. Note: carton equals 10 packs.)

Brand Name	# of Packs
_____	_____
_____	_____
_____	_____

We assure you that your name will not be sold to any company that is not affiliated with Philip Morris.

By responding to this survey and signing below, I certify that I am a cigarette smoker 21 years of age or older. I am also willing to receive cigarette coupons and branded incentive items in the mail, subject to applicable state and federal laws.

Signature (required) X

Birth Date (required) ____ / ____ / ____ Today's Date ____ / ____ / ____

2071455507A